

ORDER



Orders
Order / Rev: 68790
Alt Order #: 08889924
Product Desc: HOUSE MAJ PAC
Estimate: 2275
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: CIA - O

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	113	\$62,640.00	\$53,244.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	113	\$62,640.00	\$53,244.00	0.00
Totals	113	\$62,640.00	\$53,244.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTVX-TV	97%	\$62,640.00
Market	100%	\$64,577.32

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	0%	\$0.00
KSTU	0%	\$0.00
KUCW	2%	\$1,291.55
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	0%	\$0.00
UNKWN	1%	\$645.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/31/12	11/02/12	M-F 5a-530a GMU M-F 5a-530a GMU	CM	5:00 AM-5:30 AM	--WTF--	:30	3	\$90.00	P-3	0.00	NM	3	\$270.00
GOOD MORNING UTAH-5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			3			\$90.00		0.00			
E 2	KTVX	10/31/12	11/02/12	M-F 530a-6a GMU M-F 530a-6a GMU	CM	5:30 AM-6:00 AM	--WTF--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KTVX	10/31/12	11/02/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	--WTF--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
ABC 4 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			4		\$400.00			0.00			
E 15	KTVX	11/03/12	11/03/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 NEWS-5P SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1		\$400.00			0.00			
E 16	KTVX	11/04/12	11/04/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 NEWS-5P SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1		\$400.00			0.00			
E 17	KTVX	10/31/12	11/02/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	--WTF--	:30	4	\$500.00	P-1	0.00	NM	4	\$2,000.00
ABC 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			4		\$500.00			0.00			
E 18	KTVX	11/03/12	11/03/12	NCAA FB 6p-9:30p NCAA FB 6p-9:30p	CM		-----S-	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
ABC COLLEGE FTBL-PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			2		\$1,200.00			0.00			
E 19	KTVX	10/31/12	11/02/12	M-F 630p-7p M-F 630-7p	CM	6:30 PM-7:00 PM	--WTF--	:30	8	\$750.00	P-1	0.00	NM	8	\$6,000.00
TWO & A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			8		\$750.00			0.00			
E 20	KTVX	11/05/12	11/05/12	Mon Spec	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	M-----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
DANCING WITH THE STARS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$7,000.00			0.00			
E 21	KTVX	11/04/12	11/04/12	Sun Reg 2 Once Upon A Time 7-8p	CM	7:00 PM-8:00 PM	-----S	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
ONCE UPON A TIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1		\$5,000.00			0.00			
E 22	KTVX	11/06/12	11/06/12	Tue Reg 2 Tue 8p-9p	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
HAPPY ENDINGS/APT. 23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----			1		\$5,000.00			0.00			
E 23	KTVX	11/06/12	11/06/12	Tue Reg 3	CM	9:00 PM-10:00 PM	-T-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
PRIVATE PRACTICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----			1		\$5,000.00			0.00			
E 24	KTVX	10/31/12	11/02/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	--WTF--	:30	8	\$400.00	P-1	0.00	NM	8	\$3,200.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			8		\$400.00			0.00			
E 25	KTVX	10/31/12	11/02/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM	--WTF--	:30	8	\$215.00	P-1	0.00	NM	8	\$1,720.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			8		\$215.00			0.00			
E 26	KTVX	10/31/12	11/02/12		CM	11:35 PM-12:05 AM	--WTF--	:30	1	\$190.00	P-1	0.00	NM	1	\$190.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 1130p-12a															
M-F 1133p-1203a															
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$190.00		0.00			
E 27	KTVX	11/05/12	11/06/12	M-F 5a-530a GMU	CM	5:00 AM-5:30 AM	MT-----	:30	2	\$90.00	P-1	0.00	NM	2	\$180.00
M-F 5a-530a GMU															
GOOD MORNING UTAH-5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$90.00		0.00			
E 28	KTVX	11/05/12	11/06/12	M-F 530a-6a GMU	CM	5:30 AM-6:00 AM	MT-----	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
M-F 530a-6a GMU															
GOOD MORNING UTAH-530AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$150.00		0.00			
E 29	KTVX	11/05/12	11/06/12	M-F 630a-7a GMU	CM	6:30 AM-7:00 AM	MT-----	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
M-F 630a-7a GMU															
GOOD MORNING UTAH-630AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$250.00		0.00			
E 30	KTVX	11/05/12	11/06/12	M-F 9a-10a	CM	9:00 AM-10:00 AM	MT-----	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
M-F 9a-10a															
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$200.00		0.00			
E 31	KTVX	11/05/12	11/06/12	M-F 11a-12p	CM	11:00 AM-12:00 PM	MT-----	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
M-F 11a-12p															
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$300.00		0.00			
E 32	KTVX	11/05/12	11/05/12	M-F 3p-4p	CM	3:00 PM-4:00 PM	M-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
M-F 3p-4p															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$400.00		0.00			
E 33	KTVX	11/05/12	11/05/12	ABC4 News at 4p	CM	4:00 PM-4:30 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 News at 4p															
ABC4 NEWS @ 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00			
E 34	KTVX	11/05/12	11/05/12	ABC4 News at 430p	CM	4:30 PM-5:00 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 News at 430p															
ABC4 NEWS @ 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00			
E 35	KTVX	11/05/12	11/05/12	ABC4 News at 5p	CM	5:00 PM-5:30 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 News at 5p															
ABC 4 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00			
E 36	KTVX	11/05/12	11/05/12	ABC4 News at 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
ABC4 News at 6p															
ABC 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
E 37	KTVX	11/05/12	11/05/12	M-F 630p-7p	CM	6:30 PM-7:00 PM	M-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
M-F 630-7p															
TWO & A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$750.00		0.00			
E 38	KTVX	11/05/12	11/05/12		CM	10:35 PM-11:05 PM	M-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00

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KTVX-TV

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Nightline															
M-F 1036p-1103p															
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/05/12	11/11/12	M-----	2		\$400.00		0.00						
E 39	KTVX	11/05/12	11/05/12	M-F 11p-1130p	CM	11:05 PM-11:35 PM	M-----	:30	2	\$215.00	P-1	0.00	NM	2	\$430.00
M-F 1103p-1133p															
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/05/12	11/11/12	M-----	2		\$215.00		0.00						
													Totals	113	\$62,640.00